



TRAVEL PRINTOUT

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Women Business Travelers: The Growing Market

In 1988, 13 million women traveled on business, representing 39 percent of all business travelers. Overall, women made 48 million business trips. However, this constitutes only 31 percent of the total business travel because women tend to travel less frequently than men, according to the Data Center's Survey of Business Travelers, conducted in conjunction with the National Travel Survey.

"The tremendous growth in the women's business travel market, from less than 1 percent of all business travelers in 1970 to well over one-third of total business travelers in the United States today, makes women a particularly attractive market for the travel industry," stressed Dr. Suzanne Cook, executive director of USTDC.

As of 1988, 31 percent of women business travelers were between the ages of 25-34 while 29 percent were 35-44 years old. These two age groups comprised the largest percentage of women travelers.

Women now represent well over one-third of all business travelers in the United States.

A larger number of women with family income of \$20,000 to \$29,900 and \$30,000 to \$39,900 traveled than in other income groups.

Over 50 percent of the women surveyed who took business trips in 1988 were college graduates. Of the respondents, 17 percent had post-graduate degrees.

Of the women business travelers, 26 percent held professional or managerial positions. Thirty-one percent were lower level technical or managerial staff. Another 20 percent possessed clerical and sales positions.

Among the demographic trends stimulating the continued growth in business traveler among women are: the middle aging of the population, the rising educational levels of women, and their growing income. These demographic trends positively correlate with travel.

The first trend, the aging of the population, refers to the growing numbers of 30 to 50 year-

olds as the baby boom generation ages. Traditionally, these population segments show the highest incidence of travel, including business travel by women.

"The demographic trends suggest a very favorable prognosis for the continued growth of the female business travel market," explained Dr. Cook.

With this in mind, Cook suggests that there may be a few subtle ways for the travel industry to market their products to women. Three ideas to focus on include: the need to reach women through media that they prefer, recognizing women as legitimate travelers, and capitalizing on women's special and unique interests.

All of these ideas require sensitivity when marketing to women. This is especially important since women are an increasingly viable segment of the U.S.'s \$95 billion business travel industry.

For more details about women business travelers, consult the **Survey of Business Travelers**. To order, call (202) 293-1040.♦♦

More about the NTS

The National Travel Survey is the only on-going survey devoted exclusively to the travel behavior of Americans. A monthly telephone survey of 1,500 U.S. adults provides the results. To avoid biases, the NTS uses a national probability sample.

Several Data Center members gain extra information about their industry segment by adding custom questions to the NTS—and by ordering special tabulations of the extensive NTS data base. The product is individually tailored statistics. To name just a few members, the State Travel Offices of Tennessee and Louisiana as well as the AAA and Amtrak utilized this service.

For more information about the National Travel Survey, contact Elizabeth Stewart, manager of survey research at (202) 293-1040.♦♦

INSIDE: USTDC collects earthquake data for California . . . page 3.



Airline Fares Contribute to Higher TPI in October

The cost of travel in the U.S. rose 0.2 percent in October due to climbing airline fares and transportation costs, reports the Data Center's latest Travel Price Index (TPI).

The TPI, which measures seasonally unadjusted changes in the cost of travel in the U.S., reached 126.3 (1982 - 84 = 100) in October.

For comparison, the overall cost of goods and services purchased by Americans as measured by the Consumer Price Index (CPI) rose 0.5 percent to 125.6.

Travel Price Index and Components

Component	Monthly % Change September to October 1989	Annual % Change October 1988 to October 1989
Transportation	0.4	2.7
Hotel Fares	0.8	6.2
Inter-city Public Transit	0.1	2.8
Motor Fuel	0.5	8.9
Food and Beverage	0.2	4.7
Travel Arrangements	0.2	8.7
Entertainment	0.4	4.5
Travel Price Index	0.2	4.9
Consumer Price Index	0.5	4.5

Source: US Travel Data Center and the U.S. Bureau of Labor Statistics.

Airline fares led the travel cost increase with a 0.8 percent gain. The runner-up was transportation costs with a 0.4 percent increase. However, intracity public transportation showed no change while other intercity transportation costs recorded a 1.1 percent drop.

Lodging prices also remained the same in October. However, the cost of food and beverage while traveling and entertainment expenses both increased by 0.2 percent.

Since last October, the TPI climbed 4.9 percent, led by an 8.9 percent increase in motor fuel prices and followed by an 8.7 percent hike in entertainment costs. The CPI rose 4.5 percent for the same 12 month period.♦♦

Vacation and Weekend Travel Jumps in September

Americans traveled on vacations and weekends significantly more than last September, according to the Data Center's latest National Travel Survey (NTS) results.

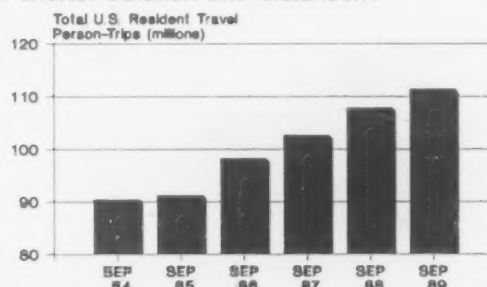
Overall, the survey revealed more than a 3 percent increase in total travel volume. The

number of total person-trips rose from 108 million in September 1988 to 111 million for the same period this year. (A person-trip measures each person traveling 100 miles or more away from home.)

Business continued its strong ascent with a 7 percent increase over last year. Pleasure and auto travel also gained over 1988.

The September NTS further revealed a 10 percent drop in hotel travel. Air travel decreased by a substantially smaller amount for the month as people took nearly 21 million person-trips.

Down from last September, the average trip length for this September was 3.7 days. The average distance traveled on trips in September 1989 was 910 miles. Last year, trips averaged 980 miles in distance. The trend suggests travelers continue to take more frequent trips but of shorter duration and distance.♦♦



TEIM Update

Undergoing a complete revision, the Data Center's Travel Economic Impact Model (TEIM) should be functional by April, according to Dr. William Fleming, manager of economic studies.

Developed in the mid-1970's, the TEIM is the only national model which produces comparable and consistent estimates of the economic impact of travel at the state and local levels.

"The underlying assumptions of the original model have become outdated. Recent changes in the travel industry such as the deregulation of the airlines and the HUB system precipitated a revision of the model. We are improving upon the accuracy of the estimates produced by the model," said Dr. Fleming.

Specifically, the complete revision/expansion process entails making the base model more comprehensive and the addition of three new

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components. These include: (1) Multiplier Component, (2) Foreign Visitor Impact Component, and (3) Forecasting Component.

The multiplier component measures the indirect impacts of travel-generated expenditures on the economy. The foreign visitor part estimates the economic impact of foreign travelers' spending. Finally, the forecasting component enables the Data Center to provide projections of travel spending and impact for up to five years into the future.

Recently, the project team finished the design of the base models of the TEIM as well as the computer software design.

Upon implementation in April, the TEIM will be a more effective and flexible tool for assessing the overwhelming economic influence that travel and tourism have on the national, state, and local economies.♦♦

Quake Data Collected

Responding quickly to the needs of the California Office of Tourism following the devastating October 17 San Francisco earthquake, the Data Center conducted a survey to discover whether the earthquake influenced people's interest in traveling to California in the next 12 months.

The survey consisted of four questions designed to estimate the frequency of non-business travel to northern California in the past five years; to measure the likelihood of non-business travel in the next 12 months; and to investigate the impact of the earthquake on the

respondents' interest in traveling to California in the next year.

Almost 18 percent reported taking a non-business trip to northern California in the past five years. The survey also revealed that nearly 17 percent of those asked were likely, to some degree, to take a non-business trip to northern California in the next 12 months.

However, 18 percent answered that their interest in traveling to northern California in the next twelve months decreased to some extent after the earthquake. Also, 13 percent showed less interest in traveling to southern California due to the October 17 quake.

Nevertheless, about 77 percent of the respondents expressed no change in their interest in visiting northern California within the next 12 months as a result of the earthquake.

For more information, contact Margaret Amein, USTDC research analyst, at (202) 293-1040 ♦♦

Discoveries . . .

An ongoing guide to current travel research

♦ Tourism and the Travel Industry: An Information Sourcebook by Peter M. Engass provides almost 900 ways of finding information on domestic and international mass tourism.

♦ Dr. R. Bar-On's research handbook, Travel and Tourism Data, teaches his method of collecting and analyzing statistical materials on worldwide travel and tourism.

Note: These publications are available through: Oryx Press, 2214 North Central at Encanto, Phoenix, Arizona, 85004-1483; 1-800-457-ORYX.

♦ A new Oxtoby-Smith Survey, sponsored by Travel Agent Magazine, examines the travel agent's role in a traveler's vacation. The survey reveals that 94 percent of clients view agents as providers of an important service; 84 percent of the customers would use a travel agent again; and 86 percent felt that agents were knowledgeable. For more information, call David Zucker at (212) 887-1976.♦♦

Visitor Volume at National Parks			
Region	SEP 1989 visits	% Change from SEP 1988*	Year to Date % Change 1988/89*
NEW ENGLAND	1,804,447	-3.0%	6.8%
MIDDLE ATLANTIC	2,995,812	14.9	2.9
SOUTH ATLANTIC	7,861,828	-8.8	-6.0
EAST SOUTH CENT.	1,954,833	-5.5	-4.6
EAST NORTH CENT.	605,924	5.7	-3.5
WEST NORTH CENT.	981,599	5.3	4.0
WEST SOUTH CENT.	839,872	8.0	1.4
MOUNTAIN	4,706,726	7.4	3.8
PACIFIC	5,222,099	0.8	-2.8
TOTAL	26,973,140	-0.1	-1.4

* Percent change figures may not be consistent with those previously reported due to National Park Service revisions.

States comprising the census regions:

New England: Connecticut, Maine, Massachusetts, New Hampshire, Rhode Island, Vermont. **Middle Atlantic:** New Jersey, New York, Pennsylvania. **South Atlantic:** Delaware, District of Columbia, Florida, Georgia, Maryland, North Carolina, South Carolina, Virginia, West Virginia. **East South Central:** Alabama, Kentucky, Mississippi, Tennessee. **East North Central:** Illinois, Indiana, Michigan, Ohio, Wisconsin. **West North Central:** Iowa, Kansas, Minnesota, Missouri, Nebraska, North Dakota, South Dakota. **West South Central:** Arkansas, Louisiana, Oklahoma, Texas. **Mountain:** Arizona, Colorado, Idaho, Montana, Nevada, New Mexico, Utah, Wyoming. **Pacific:** Alaska, California, Hawaii, Oregon, Washington.

Current Travel Indicators

CURRENT TRAVEL INDICATORS...1989

				Percent Change		
Month	Value	Units	Last Month	Year Ago	Year To Date	
Establishment Receipts or Retail Sales						
Hotels, Motels, Other Lodging Places(1)...Sep	\$ 4,956	million	-5.0	11.5	8.9	
Eating and Drinking Places(2).....Sep	\$13,990	million	1.8	4.6	6.2	
Gasoline Service Stations(2).....Sep	\$ 9,108	million	0.4	6.9	7.3	
Commercial Lodging Demand						
Hotel/Motel Occupancy Rates(3).....Sep	65.3	percent	2.8	4.7	1.7	
Real Demand for Commercial Lodging(4).....Sep	62.6	million	-7.3	6.9	4.8	
Airline Passenger Traffic (5)						
Domestic Revenue Passenger-Miles.....Sep	24.6	billion	-23.0	0.5	-0.8	
Int'l Revenue Passenger-Miles.....Sep	9.2	billion	-18.4	8.9	9.2	
Highway Traffic Volume (6)						
Rural Arterial Passenger-Miles.....Sep	43.7	billion	-11.7	3.9	4.3	
Rail Passenger Traffic (7)						
Amtrak Passenger-Miles.....Sep	448.1	million	-22.8	5.6	4.0	
Travel Price Index (1982 = 84 = 100) (8).....Sep						
	126.0		-2.3	4.5	5.3	
U.S. Resident Travel						
Total Person-trips(9).....Sep	111.3	million	-23.4	3.3	3.1	
Vacation Person-trips(9).....Sep	82.4	million	-24.1	19.4	6.2	
Total Person-nights(10).....Sep	405.7	million	-39.0	N/A	N/A	
Vacation Person-nights(10).....Sep	322.7	million	-43.3	N/A	N/A	
Public Use of National Parks (11)						
Visits.....Sep	26,973,140		-30.6	-0.1	-1.5	
Overnight Stays.....Sep	2,059,083		-37.9	14.6	2.9	
Foreign Arrivals to the U.S.						
From Overseas(12).....Aug	1,550,697		-7.4	9.4	10.9	
From Canada(13).....Sep	1,323,913		-37.1	12.8	11.5	
From Mexico(12).....Aug	165,518		4.0	24.8	21.9	
U.S. Citizen Departures						
To Overseas(12).....Jun	1,579,800		23.0	4.9	5.6	
.....Jul	1,608,600		1.8	-2.5	4.0	
.....Aug	N/A					
To Canada(13).....Sep	1,305,931		-38.6	-8.1	-5.2	
Domestic Demand for Gasoline						
Barrels/Day(14).....Sep	7,175	thousand	-6.9	-3.1	-0.4	

(1) Source: Smith Travel Research, seasonally unadjusted. (2) Preliminary; revised monthly. Source: Bureau of the Census. (3) Source: Smith Travel Research, seasonally adjusted, 1986 and 1987 data have been revised. (4) Smith Travel Research, unadjusted room nights sold. (5) Preliminary; U.S. scheduled service air carriers. Source: Air Transport Association. (6) Preliminary; revised monthly. Source: Federal Highway Administration. (7) Source: National Railroad Passenger Corporation (Amtrak). (8) Source: US Travel Data Center and Bureau of Labor Statistics. (9) Source: US Travel Data Center. (10) US Travel Data Center. Data is not comparable to earlier published numbers due to revised methodology. (11) Preliminary; unadjusted for differences in reporting units. Source: National Park Service. (12) Source: U.S. Travel and Tourism Administration. Mexican data reflect 194 arrivals only. (13) Statistics Canada. (14) Preliminary; Source: U.S. Department of Energy.

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INSIDE: WOMEN BUSINESS TRAVELERS